NOTES

8/19

PPZ Direct Piece
w/ WCJ

Shelly's comment:
Self Mailer:
① "Thanks for coming to where the life is"
② Did someone say free"

Primary communic

① & ② Equally important communicators

Estatic / Exciting

OE - BRE

Copy of ad - Confidentiality & security

LIKE LANGUAGE ~~LANGUAGE~~ add more FREE LANGUAGE

Responsive learnings of Self Mailer vs BRE/OE

Phones from PPZ on Direct Budget

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Source: https://www.industrydocuments.ucsf.edu/docs/xmpm0004

NOTES

Next Step

Legal:
ask Maria Can
We ~~remove~~ move
WB to inside.

Budget:
ask MA where it
comes from Quest
on Events

WCJ:
Analysis of
& Budget / Cost of OE/BRC

Mangia: Verify correct
id language

#

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